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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

November 4, 1944.

No. 83

STATE GOALS MEETINGS. . . . To start the process of getting word to farmers on food and fiber needs for 1945, plans are nearing completion for State Goals Meetings. Meeting places and dates are being set and goal teams are now being selected from WFA personnel. State Triple-A chairmen and heads of other agencies will be notified as soon as accurate information can be given. Information workers should keep in touch with the head of their agency or the State Triple-A chairmen for announcements of local interest. Next week's Calendar will carry the complete schedule if it is available by that time.

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INTRA-STATE FARM LABOR CONFERENCES SCHEDULED. . . . To exchange experiences regarding farm labor problems of the past and to discuss next year's needs so far as they can be determined at this time, a series of 5 regional conferences has been scheduled by the Extension Service which agency has the responsibility for administering the intra-state farm labor program.

The schedule is as follows: Salt Lake City, Utah, Nov. 29 to Dec. 1; Kansas City, Mo., Dec. 4 to 6; Chicago, Ill., Dec. 7 to 9; Atlanta, Ga., Dec. 11 to 13; and Springfield, Mass., Dec. 18 to 20. In addition to key farm labor officials from Washington, these meetings will be attended by State farm labor supervisors, State VFW and WIA supervisors, and persons of State Extension staffs who are responsible for information and those responsible for labor utilization and training.

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The TWO ADDRESSES ON EXTENSION INFORMATION which were given at the 58th Annual Convention of the Association of Land-Grant Colleges and Universities have been mimeographed and are now available upon request to the USDA's Office of Information. One is titled "Extension's Informational Responsibilities as Viewed by the War Food Administration," by Keith Himebaugh, Director of Information; the other "The Framework of Public Policy and its Impact on Extension Information," by Les Schlup, Chief of the Division of Extension Information.

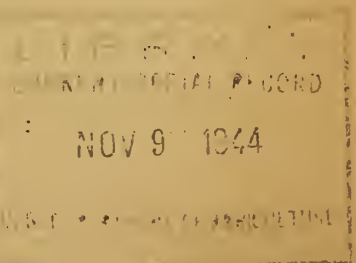
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"FARMS FOR YANKS". . . . This is the title of an article in the December issue of Esquire Magazine which will be on the newstands next week. It was written by Gus Larson and Hugh Wooten of BAE and tells about current farming opportunities, warns G.I.'s about what they should know about farming before investing money, and gives them timely tips on where to get information about farming and farm training. The January issue of this magazine will carry another article by Gus Larson on the subject of business opportunities in rural areas.

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SECRETARY WICKARD will speak in behalf of the Indiana Sixth War Loan Drive in Indianapolis on November 11.

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ANTI-INFLATION. . . . Local organizations and groups who wish to invite a speaker, or plan a program, in connection with the GROCER-CONSUMER ANTI-INFLATION CAMPAIGN should get in touch with their local War Price and Rationing Board. Most Boards have either a "Community Service Panel," or a Board Member, whose job is to help get price and rationing information to the public. In addition to preparing press material and arranging local radio programs, the Panels work in close cooperation with clubs and organizations in their communities. They have a list of capable speakers, and a file of program ideas with which to fill any spot from three minutes on up. Some Boards have had "Community Service Panels" for over a year; others are just now expanding this program. All of them can use additional volunteers during the G-C A-I Campaign.

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A NATIONAL GARDEN MEETING is to be held in Washington on November 28 and 29 to discuss plans for a much broader national program in gardening. Victory gardeners will be encouraged during the coming year to continue to grow vegetables for home use, but some attention will probably be given to the need for wider interest in home and community beautification by horticultural means. This is a follow-up of the September meeting of the National Advisory Garden committee and a more recent meeting of the Interdepartmental Garden Committee. Invited to the meeting are garden club leaders, representatives of the nursery and garden trade, garden and magazine editors, press and radio representatives, professional horticulturists, and school and extension workers.

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CHECK LIST OF USDA RELEASES. . . . Meeker to head new office of Surplus Property and Reconversion--3459; WFA puts pork set-aside on live weight basis--3465; Turkey order still needed WFA says--3466; Spinach needs are lower for 1945--3469; Stocks of grain Oct. 1, 1944--3471; Tropical storm damage to fruits and vegetables on Oct. 19-21, 1944--3477; Wage ceilings set on orange and lemon picking in California areas--3488; Leon B. Taylor to head Farm Machinery, Supplies Branch--3489.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Ceiling prices raised for fresh cranberries--OPA-4939; Changes announced in regulation covering western pine and associated species--OPA-T-2701; Hog price ceiling of \$14.75 extended to cover hogs weighing 270 pounds and under--OPA-4938; Ceiling prices of cucumber suspended--OPA-4942; Increase announced in shipping point ceiling price for fresh snap beans, except those produced in Calif.--OPA-4948.

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CONSUMER TIME'S Radio Show for November 11 will review the fabrics situation-- what's going to be scarce for the next few months and what will be plentiful for civilian use. Advice on how to care for clothes and a preview of fabrics to come after the war, will be given.

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GROVER HILL, UNDER SECRETARY OF AGRICULTURE, will talk about American Agriculture on the Farm Forum of Station WGY at Schenectady, New York on the occasion of the 19th anniversary of the forum. The broadcast will be at 8:30 p.m., EWT, on November 10.

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PRODUCTION GOALS INFORMATION. . . . As information people prepare for the farm production drive beginning with state goals meetings in November, a number of highly significant things can be learned from recent surveys made by the BAE Division of Program Surveys, covering a cross-section of Corn Belt farmers and farmers in the Great Lakes and Northeast dairy areas. FOR YOUR OWN USE BUT NOT FOR PUBLICATION, here are some of the highlights, together with conclusions we can draw from them about our information job:

Idea of goals is generally approved. Disapproval was registered by only 23% of Corn Belt farmers, 20% of Great Lakes dairy farmers, and 25% of the Northeast dairy farmers.

Knowledge of goals is limited. In general, farmers did not know if goals called for increases or decreases except on commodities and in areas where special drives were conducted with central promotion--as on milk, corn, and soybeans. Here are the percentages of farmers who knew or guessed if the goal was up or down:

	<u>Milk</u>	<u>Corn</u>	<u>Soybeans</u>	<u>Hogs</u>	<u>Eggs</u>	<u>Oats</u>
Corn Belt Farmers	59	63	56	46	22	14
Great Lakes dairy farmers	78	53	34	45	28	23
Northeast dairy farmers	50	50	49	27	36	26

Too few farmers take goals into consideration when planning their production--only 27 percent in the Northeast and 46 percent in the Great Lakes dairy areas.

Not many farmers know ceiling or support prices exactly, and many of them were particularly weak on their information on support price for eggs.

Better understanding is needed of reasons for dairy payments. When asked why these payments were made, farmers gave a number of reasons which indicated incomplete understanding of the three purposes of dairy payments--namely: to stimulate production, to increase the farmers' return and help pay for feed, to prevent inflation and control consumer prices.

More outlook information is needed, especially on eggs. Despite the increase in the number of layers, record storage supplies of eggs, and fewer eggs being dried, remarkably few farmers who sell eggs expect lower prices this coming year than last: 1 percent in the Corn Belt, 6 percent in the Great Lakes, and 5 percent in the Northeast areas.

Corn Belt farmers were not well informed about October 1 changes in hog price supports. Only 39 percent had heard of a coming reduction in the hog floors, and none showed positive approval or indicated that they understood why the change was being made. Only a tenth knew about the change in weight range.

In general, farmers appear to have a general understanding of broad programs such as goals and special drives for critical commodities like milk, but they are weak on specific information about commodities, prices, supports, payments, and the "reasons why" for various measures. THIS SUGGESTS MORE INTENSIVE STATE AND LOCAL ADAPTATION OF NATIONAL INFORMATION SO THAT FARMERS WILL GET THEIR FACTS IN SPECIFIC FORM.

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HEALTH-FOR-VICTORY KITS. . . . Our attention has recently been called to a kit of materials for use by Health-for-Victory clubs in making "Food Fight for Freedom." Prepared by the Westinghouse Home Economics Institute, the materials include necessary guides for a meal planning course which implements the Government's National Nutrition Program in general, and the "Basic 7" Food Chart in particular.

